

Salad and Salad Accompaniments - US - January 2002 (\$2995.00)

This exclusive report on the salad and salad accompaniment market will focus on market size and segmentation, with an emphasis on the consumer. Manufacturers are doing everything they can to make salad eating a more convenient endeavor for consumers. Now, the time-pressed shopper no longer has to buy all the components for a Caesar salad - they simply purchase a Caesar salad kit. These prepackaged salads have become the only way to go in the 1990's for many shoppers. In fact, many salad kits include all the components necessary to make a salad complete with all accompaniments. Boskovich Farms offered a Spinach Salad Mix, complete with spinach leaves, Henri's salad dressing, and Marie Callender croutons. Fresh Express, one company with a very broad line of bagged salads, offers Spinach and Oriental salad kits, both with washed greens, dressing, and croutons or noodles.

Mintel's innovative research will explore customer preferences in terms of trends within the salad and salad accompaniment industry. The salad-in-a-bag segment, in particular, has created a booming grocery category that answers the healthy eating and convenience trends of the 1990s.

Mintel's profile of the salad and salad accompaniment marketplace will include:

- Consumer attitudes and preferences about the salad and salad accompaniment marketplace
- Consumer purchasing and preferences in regards to locales, name brands verses generic brands, and convenience issues such as traditional salad construction verses salad-in-a-bag items
- Consumer health issues regarding chemicals, packaging and freshness of salad items
- The future of the salad and salad accompaniment industry in the United States

The incisive information contained within this profile of the salad and salad accompaniment marketplace will show how companies have worked to develop innovative products that respond to changing patterns in consumer demand and needs, and will analysis key players within the industry. This report contains US IRI InfoScan data.